



El Mina Old Town

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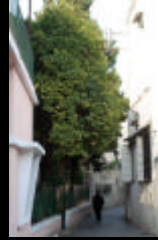
Background

- El Mina occupies a total surface of 3.5 KM²
- Population estimated 60.000. Around 40% live in the old town. Religions: Sunni Moslems, Greek Orthodox, and Armenians
- Fishermen populate the majority of the old part
- The old town did not escape the civil war but its monuments buildings and urban fabric were less damaged.
- The city's economy was gravely disrupted by the civil war (1975-1990)



Old Town (Layout)

- Combination of traditional introverted and/or fenced constructions
- Houses are very close to each other; narrow winding streets like a maze; pedestrian area in the old souk



Unexplored Beauty



Economic Activities

- Grocery
- Arabic sweets
- Carpentry
- Furniture
- Cafes, Pubs and Restaurants
- Fishing



Major Historical Monument in the Old Town: Khan El Tamasylee

- Built by the Mamalik in the 14th century.
- It was historically used as a residence for travelers and negotiators.
- It was seriously damaged during the war (currently occupied by immigrants) needs serious renovation.
- Can become a boutique hotel.



Recent Developments in the Old Town

- Urban Renewal (physical renovations of streets)
- This has encouraged local economic development

Example of Laban Street where pubs, restaurants and a boutique hotel have mushroomed

Proposed Pilot Project: Jacob Labban Street (Cafes and Restaurants)



Jacob Labban Street (Via Mina Hotel)



Points of Strengths

- Location (Islands- Natural Reserve- Close to the Cedars)
- Multi-religious
- Urban and Cultural Heritage
- Entrepreneurship
- Support of the municipality
- The prices of the real estate skyrocketed (positive indication for investors)

Challenges

- Pedestrian area
- Discontent residents (loud music, no parking, strangers in town, etc.)
- No marketing
- Minimal resources
- Centralization
- Poor infrastructure
- Political instability

Suggestions

- Data collection, urban analysis, and placing the old town on GIS (with the assistance of the Chamber of Commerce and Trade in Tripoli)
- Creating a municipal office for local development
- Creating a genre for the street
- Involving stakeholders
- Working with universities in North Lebanon
- Creating a Strategic Marketing Plan
 - Brochure/Posters and Media campaign
 - Travel Agents/City Tours
 - Sea Festival
 - Attracting tourists (local/international)
 - Creating a website for the city in English & French
 - Feasibility study for Bed & Breakfast and boutique hotels

